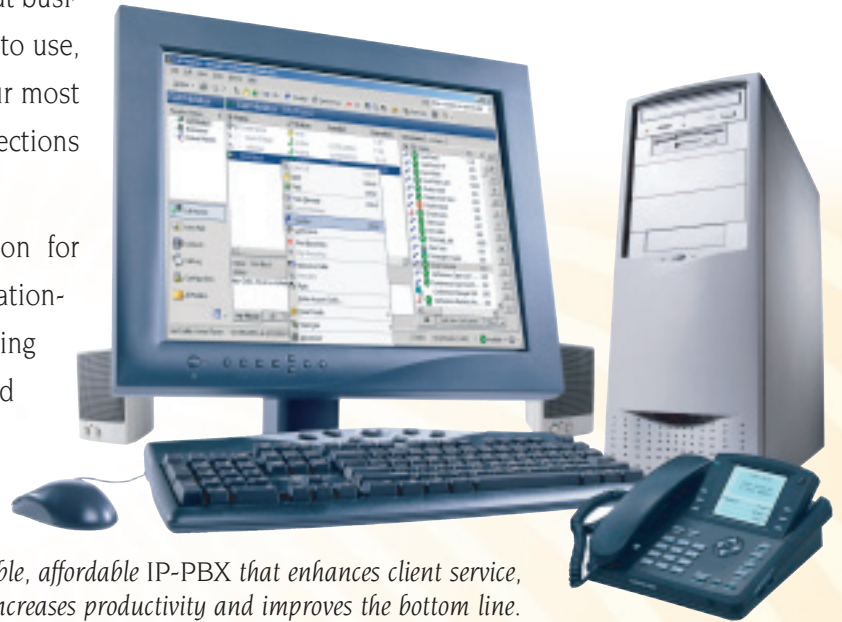


TeleVantage for Advertising and Public Relations Firms

Open Systems IP-PBX

In the fast-paced world of deadlines, creative energy and fierce competition, today's marketing and public relations professionals depend on their connections — to clients, editors, vendors — and timing and reliability are critical. Your clients need to know that their last-minute instructions will get to you, and that you'll reach the necessary parties to get their job done. Above all, you need the security of knowing that business won't be lost to a phone system that's difficult to use, that's unable to find you, or that fails to protect your most valuable assets: your client relationships, your connections and your time.

TeleVantage® has earned an outstanding reputation for helping advertising and PR agencies build lasting relationships while maximizing productivity and streamlining operations. By ensuring that all calls are handled quickly, efficiently and professionally, TeleVantage will become an indispensable partner for your agency.



TeleVantage is a flexible, affordable IP-PBX that enhances client service, increases productivity and improves the bottom line.

Key Benefits:

The communications tool that gives you the competitive edge

- **Increase efficiency and productivity**
- **Never miss an important call**
- **Enhance client services**
- **Quick and easy conference calling**
- **Unified messaging**
- **Easy call recording**
- **Seamless time tracking and billing**
- **Call analysis reports**
- **Eliminate downtime and costly service calls**
- **Widest range of choices, wherever you are**

"TeleVantage is light years ahead of the system that we had before."

Mike Pagano, VP/Finance, GSO/Davis

Vertical's TeleVantage puts you in control of your accessibility and your time. Designed on a flexible, open systems architecture, TeleVantage puts a wealth of communications and organization tools at your fingertips, offering you a powerful advantage over the competition. TeleVantage increases your value to your clients while also trimming your operating expenses and increasing your productivity. It's a tool for success that will bring you a return on your investment many times over.

Increase efficiency and productivity

The easy-to-use graphical interface makes all of your phone tasks quicker and easier. Play (and replay) your important voicemail messages first — no more wading through lists or endlessly hitting the pound key. With a simple point-and-click, you can easily transfer calls, instantly return a call, or grab back a call as the caller is leaving a voicemail message. With TeleVantage, all of your call management tasks can be done with a click of the mouse. There are no more complicated sequences to learn or codes to memorize. The ease-of-use and the dramatically improved workflow offer tremendous productivity gains for your entire organization.

Never miss an important call

Your clients and media contacts need to know that they can reach you without dealing with the hassle of a complicated and impersonalized telephone system. The “find me” call routing lets you distribute only one contact number, and then control where it will be forwarded. With just one mouse-click, calls can be transparently routed from desk phone to cell phone to pager, making sure that your important calls get through. Call screening lets you decide which calls to accept. Whether you're working from home, at a client site, or on the road, TeleVantage ensures that your important calls will find you — quickly, easily and conveniently for both you and the caller.

Enhance client services

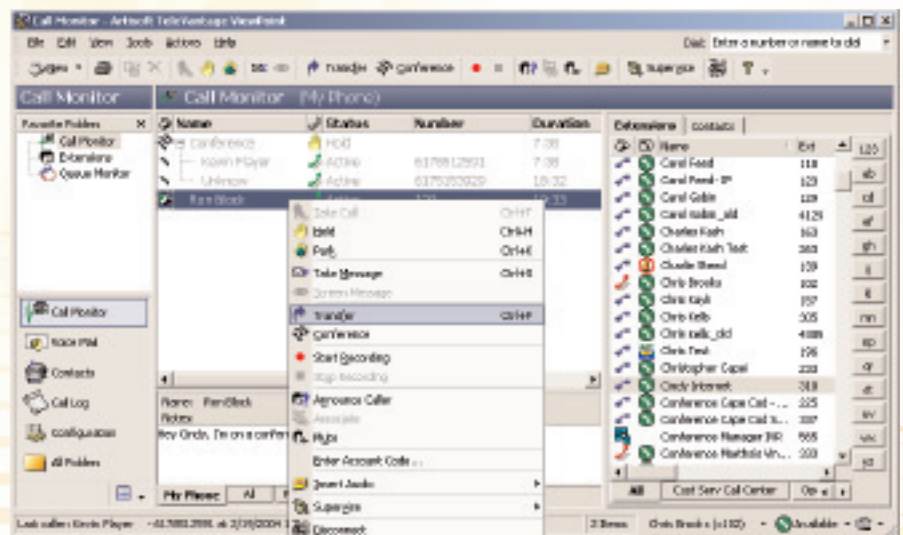
Your relationships with your clients are what sets you apart from other agencies. TeleVantage lets you offer tailored and personalized service, showing your clients that you care. Give them the VIP treatment by having their calls routed to you, or by having personalized voicemail greetings or status updates ready for them whenever they call. With satisfied clients, more business is sure to follow!

Quick and easy conference calling

Conference calls are essential to your business, and they need to be ready when your clients are. With TeleVantage, you can instantly set up conference calls with drag-and-drop ease — and without the complicated setup process and the service fees charged by outside telecommunications companies.

Unified messaging

TeleVantage eliminates the need to give out multiple phone numbers and manage multiple messaging systems. The call forwarding feature transparently redirects calls to remote locations — and if you don't answer, the caller leaves a voicemail message on your TeleVantage system (not your cell phone voicemail, or any of the many systems in between). You can easily retrieve voicemail messages remotely. You can even retrieve and play back your voicemail messages through your e-mail system!



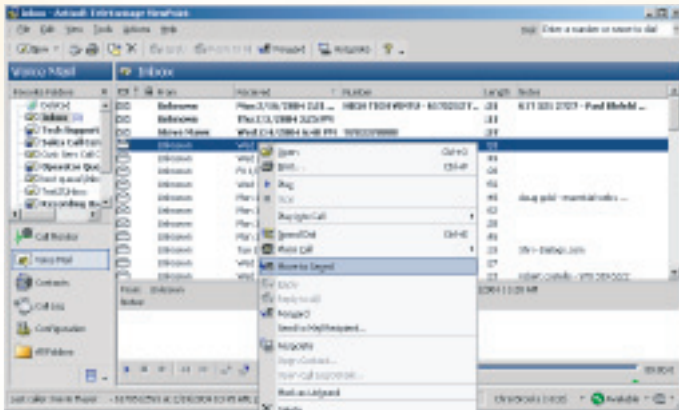
Descriptive Windows-based pull-down menus make it easy to perform any call handling command with the click of a mouse.

Easy call recording

With TeleVantage, you can point-and-click to instantly record phone calls and save them as electronic files. Archive them in PC folders for easy reference and retrieval. Easily record customer interviews and forward them to other account team members to write up, or e-mail them to your clients. TeleVantage puts all of your important communications at your fingertips, so that you'll have them whenever you need them.

Seamless time tracking and billing

TeleVantage makes tracking and billing easier than ever. With a simple point-and-click, you can easily assign account codes to your calls at any point in the call process — before, during or after the call. The call log keeps a detailed record of all your phone calls, both incoming and outgoing, and associates them



The easy to use PC interface lets you prioritize your voice mail, record and archive important messages and quickly access your call history - all with a point-and-click.

with a specific client. You'll never again need to waste time analyzing phone bills or marking up printouts of calls. Quickly see a history of all your calls with a specific client, and know that their record (and billable phone time) will be up to date.

"TeleVantage has become an integral part of how I do my job, because it makes sure that I'm never out of touch with vital calls."

*Jeremy Krol
Airfoil Public Relations*

Call analysis reports

Communications is the core of your business. TeleVantage helps you maximize the service you offer to your clients, turning your phone into a strategic business tool. TeleVantage provides detailed reports on call volume and trends, the amount of time employees spend on the phone, the number of calls dropped or put on hold, and even the amount of time spent talking with a specific client. Use the reporting features of TeleVantage to measure and improve your business communications — they will give you a powerful edge over the competition.

Eliminate downtime and costly service calls

With so much of your firm's time spent on the phone, you can't afford service delays or downtime. TeleVantage is simple to update and maintain. Your in-house staff can easily make changes to the system, right from their PC desktop. Adding or changing users, or moving extensions, is done with a simple point-and-click. And there's no need for service calls that put a dent in your budget and your time!

The widest range of choices, wherever you are

With your business taking you anywhere, any time, your phone system needs to accommodate the widest variety of options. In the office, TeleVantage lets you choose the phones that best meet your needs, from high-end speaker-phones to cordless headsets. And TeleVantage makes it easy to use its advanced features from home, on location, or on the road — anywhere there's a phone. The advanced software architecture of TeleVantage never becomes obsolete; it keeps getting better over time.

TeleVantage Features

Complete software-based phone system

- Full PBX functionality
- Phones stay up during power or server failure
- Built-in extended 911 service
- RAID drives and UPS support
- All trunk types supported (Analog, BRI, T-1, E-1, ISDN PRI/CAS, Internet)
- Expandable to 288 trunks, 720 stations
- Analog, digital, IP phones
- Built-in IVR Toolkit
- Multiple music on hold sources

Powerful call control

- Voice guided multi-lingual telephone interface
- Easy Windows-based desktop interface
- Cross-platform web browser interface
- Screen calls with PC or phone
- Visual multi-line call handling
- Caller ID display on PC or CLASS phones
- Drag-and-drop transfers and conferences
- One-click conference on call waiting
- High density (up to 60 party) conference calls
- Grab and hold ringing calls
- Park / unpark calls
- Ringback for calls left on hold or parked
- Pick up calls within workgroup or company
- Extensions pane with user "on phone" status
- Personal Call Log with notes
- Customizable ring patterns for call types
- Automated call handling by personal status
- Do Not Disturb, Out of the Office and other custom statuses
- Automated busy handling and camp on
- Intercom and paging through phones
- Whisper announce
- Hot line automatic off hook calling

Full-featured voice mail

- Visual voice mail display with caller name
- Click to reply, forward, or call back a message
- Export to .WAV file
- Password security, enforceable rules
- Screen messages as they're being left
- Pull callers out of voice mail
- Bookmark important sections of long messages
- Callers can specify callback number
- Multiple personal greetings
- Personalized greetings for special callers or dates / times
- E-mail/pager/call out notification of new messages
- Voice mail delivered to unified e-mail inbox
- Microsoft Exchange synchronization
- Urgent and private message flags
- Remote access via phone or Web browser
- Auto-delete old messages
- Custom, sharable message folders

- Adjustable maximum message length
- Message waiting light
- Stutter dial tone to indicate new messages
- Automatic dialing to return call

Integrated contact management

- Company, workgroup and personal contacts
- Contact identification w/o requiring caller ID
- One-click dialing
- Use existing contact databases
- Custom shareable contact folders
- Custom call routing and greetings by contact
- Screen-pops for contact calls
- Change language based on contact
- Predefine account codes per contact
- Act!, Outlook, Goldmine, FrontOffice support

"Follow-me" call forwarding

- Easily route calls to multiple internal or external locations
- One-key forwarding to where you are
- Forward calls differently by caller or personal status
- Screen forwarded calls using verbal prompts
- Password-protect forwarded calls

Multi-level auto attendants

- Automated or receptionist answering
- Extension dialing or DID
- Dial-by-name directory
- Schedulable greetings and routing for holidays and off-hours
- Record or import greetings and menu prompts
- Caller choices can deliver custom data to agent screen pops or change language (e.g. Spanish)
- English (US and UK), Spanish, French (Parisian and Canadian) and German language support
- Timeout routing to any extension or attendant
- Auto fax detection and routing

Point and click administration

- Windows-based administration from any location on the network
- Software-based trunk setup
- Device Monitor for real-time trunk/station status
- Comprehensive exportable call log
- Public and personal workgroups
- Easily add, delete and modify users
- Individual or role-based permissions
- Multiple tenant or department support
- Dialing and feature restrictions
- Account codes: forced, verified or optional
- Configurable routing services for least cost routing
- Trunk usage reports
- Monitor use of system space and resources
- E-mail notification of alerts, special events
- Context sensitive help, on-line manuals

Internet ready

- Easy-to-use Internet trunks and dialing services
- Standard H.323 VoIP support
- IP Gateways tie distant Servers together
- Call local numbers from remote servers
- Microsoft NetMeeting "Click to call" support
- Phone support

Remote access from anywhere

- Complete visual access via Web browser
- Graphical call control for remote, cell, IP phones
- Phone login for voice mail and account setup
- Remote call screening
- Change greeting, forwarding and personal status from any phone

Comprehensive call center

- Single-point access to create and manage queues
- Call distribution based on agent performance, top down, round robin, simultaneous ring
- Redirect calls if queue is too busy
- Inbound / Outbound/ Blended queues
- Coaching and monitoring to train new agents
- Real-time agent and queue statistics
- Full-featured Call Center Reporter based on Microsoft Excel
- Automatic call recording by queue or agent
- Multiple, threshold driven hold prompts
- Bail out options to voicemail, or any extension
- Priority routing for important callers
- Multi-tier overflow agents
- Individualized agent and supervisor permissions
- Queue sign in / out, break, unavailable status
- Customizable wrap-up time per agent

Extendable, open, standards-based

- Easy software-only upgrades
- MAPI and SMTP e-mail support
- TAPI service provider support
- SMDR interface support
- SQL Server database
- COM-based SDK for custom add-ons and IVR development
- Extendable user menus and toolbar

Minimum server requirements:

- Pentium 400 MHz PC
- 256 MB RAM
- Windows 2000 or 2003 Server, Windows 2000 or XP Professional
- Intel Dialogic telephony boards
- Any standard phone: speaker, corded, cordless or CLASS or ADSI feature phone

About Vertical

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes -- from small to large and distributed -- and include CVS/pharmacy, Household International, and Apria Healthcare. Vertical is headquartered in Cambridge, Massachusetts and delivers its solutions through a worldwide network of systems integrators, resellers and distributors. Visit <http://www.vertical.com> for more information.

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About TeleVantage

Vertical's TeleVantage is feature-rich, software-based phone system that combines the power of desktop computing with the most advanced communications technology available. TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Built on open-systems architecture and supported by world-class Intel hardware, TeleVantage provides more value today while safeguarding investments for the future.



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